

A photograph of a man and a woman looking at a document together. The man is in the foreground, looking intently at the document. The woman is in the background, also looking at the document. The image has a yellow overlay.

Beware of Fraudulent Solicitation

Businesses are regularly solicited about special advertising promotions or reward claims. Some solicitors don't have credentials. Bogus companies exist. When it comes to directory advertising, these companies tend to illegally use the well-known "Walking Fingers" logo and the name "Yellow Pages".

But there's only one true Yellow Pages™ directory that carries the Yellow Pages™ brand and Walking Fingers™ & Design in Canada. Yellow Pages Group is the exclusive owner of these trademarks in the country.

Yellow Pages Group cautions businesses about unscrupulous promoters.

Some companies may look legitimate but their products are generally not widely distributed to the public, posted on the web, or promoted as promised.

Therefore, before you buy any print, online or specialty directory advertising products, take the following steps:

- **In person**, ask to see the representative business card and a copy of the current directory.
- **On the phone**, be vigilant. Ask the promoter if he is authorized to represent Yellow Pages Group (or any other directory publisher). Don't hesitate to ask more questions.
- **Ask for written information** about the directory distribution, circulation and features.

To report a suspicious business:

Competition Bureau of Canada

1 800 348-5358

www.competitionbureau.gc.ca

PhoneBusters, the Canadian Anti-Fraud Call Center

1 888 495-8501

www.phonebusters.com


 **Yellow Pages Group™**

Tips to Detect a Bogus Bill

Here are some of the most common elements generally included in a fraudulent invoice:

A misused "Walking Fingers" logo or the name "Yellow Pages".

Only Yellow Pages Group can use these trademarks in Canada.



BEST-EVER YELLOW PAGES

6128296
BEST-EVER YELLOW PAGES
SUITE 2
2689, WOODBRIDGE STREET
TORONTO, ON L7B 4P7

BUSINESS LISTING PROFILE SOLICITATION

BUSINESS NAME/ADDRESS	CLASSIFICATION	TELEPHONE
Your company to be listed as follows with your approval.		
HANLON & MAJEWSKI, INC 100 ACE BLVD CORNWALL, ON L9A 1C2	COMMUNICATIONS	555/555-5555
REF. NO. 2847369		

Our records indicate your company is classified as shown below:
Please verify classification(s) required with

Classification	Classification No.	Annual Rate per classification
<input type="checkbox"/> COMMUNICATIONS	990000	\$255.00
PAY THIS AMOUNT		\$255.00

YOUR FREE LISTING WILL BE INCLUDED WITH EACH YELLOW-PAGE LISTING OF \$255.00 BILLED ANNUALLY. TERMS ON THE REVERSE SIDE OF THIS COPY. THIS IS A NATIONAL CLASSIFIED YELLOW PAGE DIRECTORY ADVERTISEMENT SOLICITATION.

THIS IS NOT
A BILL

NOTICE

RETURN BOTTOM PORTION BY 9/25/09
TO RECEIVE YOUR DIRECTORY LISTING

DIRECT DEPOSIT INFORMATION - A voided check/sharedraft may be attached in lieu of completing this section

ATTACH VOIDED CHECK HERE:

Routing Transit Number:

Account Number:

Financial Institution Name:

Please quote a personal voided check number in here if you cannot attach a check here

PRINT NAME:

X
ADVERTISER'S SIGNATURE

We have to receive a payment within 21 days, otherwise your advertisement will be deleted.

A deposit slip **Cannot Be Used** for this purpose

A confusing address and no detailed contact information (phone number or email) for inquiries.

An "Amount Due" that is less than \$500 in order to slip through accounting attention.

Threat that your listing will be deleted.

A fictitious reference or account number.

A "THIS IS NOT A BILL" disclaimer.

What to do if you received a suspicious bill?

- **Don't pay it immediately. Examine it closely**, especially the fine print, and check your files for your contracts to ensure the bill is for advertising you have ordered.
- **Contact your local sales consultant** to ensure that your advertising program and invoice are correct.
- If you find that it is a scam, **circulate it** among your accounts payable staff. Photocopy and post it on a bulletin board.